

MEDIA RELATIONS

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A MAJOR NEW PARTNERSHIP FOR 2008: DUCATI AND ENEL TOGETHER IN MOTOGP

Ducati and Enel announce the creation of a new partnership that will bring the colours of the major energy group to MotoGP

Borgo Panigale (Bologna), 7 January 2008 – With an agreement signed on the eve of the official presentation of the Ducati MotoGP Team, Ducati and Enel have formalised a major partnership agreement. The largest electricity company in Italy and the second largest listed utility in Europe by installed capacity has decided to link its brand and image to the winning power of Ducati motorcycles, the 2007 MotoGP World Champions. The two-year agreement provides for Enel's trademark to be displayed on the Desmosedici GP bike, as well as on the suits and helmets of the official riders on the Ducati MotoGP Team, the newly crowned world champion Casey Stoner from Australia and Marco Melandri from Italy, who is debuting with the four-cylinder Ducati this year.

"This is not just a sponsorship agreement – noted Gabriele Del Torchio, Managing Director of Ducati Motor Holding – but rather a partnership that brings together two leading Italian industrial enterprises, two examples of Italian excellence whose innovation, productivity and skills are a winning force in sports as well as business. This partnership, which accompanies others that support our efforts in a challenging sports endeavour like MotoGP, confirms the credibility of our brand and our professionalism. Enel will be our partner in MotoGP but will also become our official supplier of power, contributing to the development and growth of our company."

"The partnership between Enel and Ducati – said Fulvio Conti, CEO and General Manager of Enel – joins two companies that are positive examples of Italian industry acknowledged at the international level. Ducati is a model operation that has achieved success around the globe, while Enel is now a multinational with a presence in 21 countries. This international expansion has been our winning hand, enabling us to become a European leader. The spirit of competition, professionalism and commitment to innovation, together with fairness and respect for the rules are values that have long informed Enel's activity and which we share with a sport and a brand that are part of Italy's heritage. The partnership also extends beyond the racing: from today, Enel becomes Ducati's official supplier of power. I am sure that our alliance will enable us to achieve even greater things in the future".

The partnership with Ducati is part of Enel's initiatives to promote sports. Already involved in basketball, volleyball and five-a-side football, today Enel has taken its first steps in the world of motor sports, and has entered through the front door with the world champions in this sport's most prestigious class.